

Kincaid—Kimball Clothes
Famous for fine TailoringDOLLAR DAY
SPECIALS

One lot of

OVERCOATS

Values up to \$35.00

\$23

13 Handkerchiefs, \$1.00

2—65c Ties, \$1.00
Cheney and others.

3 prs. Lisle Hose, \$1.00

\$2.00 and \$2.50
Shirts—Standard } 3
Makes, All Sizes... } for
\$5EARL E. SHELL
CLOTHING COMPANY
701 KANSAS AVE.

Dollar Day Chat

When you get a dollar off on a hat at Courtney's it means that you are getting a great bargain when you take into consideration the wonderful values they put into their hats.

HAND MADE HATS ARE STRONGLY FEATURED and they cost no more than the average factory hat

Courtney Millinery Parlors
603 Kansas Avenue.

Extra Stretch Top

Silk Hose

Starting Dollar Day we offer this Pure Silk Hose with the extra stretch top in black and brown in sub-standard quality, but not seconds, regular \$1.65 number, till Saturday only—

\$1.00

Mail Orders Prepaid.

Our Shoes Are Neither Expensive Nor Cheap.

BOSTON SHOE STORE
514 KANSAS AVENUE 514

Journal Ads Get Quick Results

NEW PHONE BOOK

Blue Directories Being Distributed to Topeka Subscribers.

Machine Switching Equipment in Use After Midnight Nov. 25.

14,363 PHONES IN TOPEKA

Five Tons of Paper Used in Printing New Directories.

Every Number Has Been Changed—Must Consult Book.

The new blue telephone directories which are being distributed among Topeka subscribers to the Southwest Bell Telephone Company represent the biggest job in the way of directory publication which the company has achieved in Topeka, and the directory itself is ranked as the most important in the information which it contains, that has ever been printed in Topeka, according to officials of the company.

When the new machine-switching equipment is put into service at midnight November 25, practically every telephone number will be changed, and that has meant the complete revision of the directory.

All Numbers Are Changed.

The subscriber who prides himself on "knowing all the numbers in the book" and never having to refer to the directory to give a number which he wants will find himself strictly out of luck, and the telephone company officials are preaching thru every means at their command, the doctrine "consult the new blue directory after midnight November 25, before making a telephone call, and do not call from memory."

14,363 Telephones in Topeka. There are 12,938 telephone subscribers in Topeka, using a total of 14,363 telephones. A sufficient number of directories have been printed to provide one for each telephone.

A total of approximately five tons of paper was consumed in printing the new directories. Two linotype men working an average of sixteen hours a day worked a total of 180 hours resetting the numbers. Practically the entire force of eighty people of the printing plant which printed the book each worked a total of 200 hours, a total of 16,000 working hours.

If all the directories needed to supply Topeka telephone users were placed end to end they would cover a distance of almost three miles.

New Book Has Blue Cover. To indicate the painstaking efforts to secure accuracy, the proof on the directory was checked three times by each of five sets of proofreaders.

Heretofore telephone directories were generally contained in buff-colored covers. The one now being distributed has a blue cover to distinguish it from the old directory. A number of features have been added to aid subscribers in the use of machine switching equipment. The front cover contains the numbers to be dialed to call the fire or police departments; to secure assistance in an emergency; and to reach the repair clerk, long distance, the rural board, information, and the chief operator. On the third and fourth pages of the new directory is a very comprehensive

detailed explanation relative to the making of a machine switching call.

Be Sure to Get Correct Number. The reasons why machine switching installation has changed practically every telephone number in Topeka are three fold. Under the present system all two party line subscribers are designated by the prefixes "W" and "J," and all four party line subscribers by the suffixes red, white, blue and black. Under the machine switching system every two and four party line subscriber in Topeka will have a separate individual number without prefix or suffix. Naturally this fact alone has brought about a very great change in the number list.

The telephone company reserved all numbers from 1 to 1,999 for special numbers, code numbers and similar purposes. Then all numbers from 2,000 to 2,999 were taken out of the number list so that all five-digit telephone numbers could begin with the number two.

"If the interest of good service I cannot urge too emphatically," said A. J. Mackey, district manager, today, "that our subscribers on and after the conversion at midnight November 25 obtain the correct number from the new blue covered directory before placing a telephone call. The almost complete number change makes this imperative. Calling from memory on and after the date of the conversion

will in most instances bring about confusion and failure to get the numbers dialed. Most of us, under the present system, use certain numbers so frequently that after a time we call them from memory. While it is usually profitable from a service standpoint to look up a number when making a telephone call and the telephone company has always encouraged the practice, it becomes virtually a necessity under the new machine switching arrangement to make sure that the right number is being dialed. The complete co-operation of Topeka telephone users in regard to this matter will go far toward making the new service more satisfactory to our patrons right from the start."

Our Second Anniversary Sale

Now in progress is offering just the kind of bargains that you would expect from the "Store for all the people."

We're two years old, yet with more friends than many "grandfathers" of the trade!

The Anniversary Sale

Presents these splendid Dollar Bargains for tomorrow—Thursday—the one day only.

Dollar Day

Dollar Day and Anniversary Sale of

COATS

offers the women of Topeka and Kansas an opportunity to save from \$10 to \$30 on a new Winter Coat!

Fashionable Models—Carefully Selected—Coats That Were Made to Sell From \$25 to \$90

Arranged in five big value-giving groups at \$19.75, \$22.75, \$29.75, \$32.75 and \$49.75

Every price is a special price, and every Coat, irrespective of its price, represents a value considerably out-of-the-ordinary.

Wrappy Coats— Fur-Collared Coats— Tailored Coats— Blouse-Back Coats— Polo Coats— Sport Coats— Straightline Belted Coats— Embroidered Coats—

New Sport Coats at \$16.75

of the popular mannish type—big, warm heavy coats, in belted patch pocket models, with plaid backs. There are tweeds, heringbones and other popular materials. Actual values to \$25.00, all in a big special, choice at... \$16.75

No more Rheumatism



"Suffering has gone from your face, mother!"

S. S. S. Is the Great Builder of Red Blood-Cells and Rheumatism Must Go! Just Try It!

"Rheumatism? Me? No, indeed, it's all gone, every bit of it! It's sunshine and joy for the first time in years. I feel a wonderful glory again in the free motion I used to have when my days were younger. I look at my hands and think of the twists and swellings they used to have. I bend my arm over to the left. I haven't been able to do that in many years. I can thank S. S. S. for it all. So now it was a rising sun of joy and liberty. Brothers and sisters in misery, do not close your eyes and think that health, free motion and strength are gone from you forever! It is not so. It is here and now for all of you. S. S. S. is waiting to help you. There is a reason why S. S. S. will help you. When you increase the number of your red-blood cells, the entire system undergoes a tremendous change. Everything depends on blood-strength. Blood which is minus sufficient red-cells leads to a long list of troubles. Rheumatism is one of them. S. S. S. is the great blood-cleaner, blood-builder, system strengthener, nerve invigorator. It stops skin eruptions, too, pimples, blackheads, acne, book eczema. It builds up run down, tired men and women, beautifies complexion, makes the flesh firmer. Start S. S. S. today. It is sold at all drug stores in two sizes. The larger size bottle is the more economical.

S. S. S. makes you feel like yourself again

Let Us Do The Extra Typewriting Work

Your letter shop handle your form letters, addressing, filling in, folding, mailing, in all or in part, and allow your office force to "carry on" the regular office work.

We do all kinds of letter and duplicating work—if it's typewritten work in large quantities come to us.

Phil Eastman, Publicity

307-9-11 Central Bank Bldg.
Topeka, Kansas

Dollar Day Draperies

Third Floor

Flax Net Curtains—2½ yds. long in elegant new pattern designs—Special, pair... \$2
36 inch Dotted Swiss—White ground with colored dots—7½ yds. for... \$1
40 inch Figured Marquisette—Elegant patterns. 6½ yds.—2 yds. for... \$1
36 inch Curtain Madras—White and ivory in attractive patterns—2 yds. for... \$1
Fine 36 inch Cretonne—Extra fine heavy qualities in very rich colorings and patterns, up to 75c values—3 yds. for... \$1

\$1.50 Umbrellas—Covered with good quality black mercerized cloth; each... \$1
\$1.50 Black Boston Bags—13-inch size, full wheel frame, while 100 last; choice... \$1
Men's Hand Made Silk Pongee Handkerchiefs. Each... \$1

It's needless to look for the store signature to this ad. Of course you can tell by the bargains advertised that it's—

The Scott Co.
THE POPULAR STORE WITH POPULAR PRICES—SIXTH & QUINCY

CASCARETS 10

For Constipated Bowels—Bilious Liver

The nicest cathartic-laxative to physic your bowels when you have Headache, Bloating, Indigestion, Sour Stomach, Colic, Dizziness, in candy-like Cascarets. One or two tonight will empty your bowels completely by morning and you will feel splendid. "They work while you sleep." Cascarets never stir you up or gripe like Salts, Pills, Calomel, or Oil and they cost only ten cents a box. Children love Cascarets, too.

The Anniversary Sale

Cold Weather! Pay Day! Dollar Day!—Goodness! What a timely sale and what a fine opportunity to save!

Men's 75c Wool Cassimere Hose—All sizes in black or oxford, Special 2 pairs for... \$1

Men's and Boys' Caps—Made of good, soft overcoatings, also corduroy with ear-laps. Each... \$1

Boys' 75c Horsehide Mittens with elastic wrist. 2 pairs for... \$1

Children's 65c Suedine Mittens with fur cuffs. brown only—2 pairs for... \$1

Boys' Knit Caps—A sample line in a big assortment of colors. Values to \$1.50 2 for... \$1

Men's Silk and Wool Hose in the new heather shades, 75c value. 2 pairs for... \$1

Men's Silk Suspenders—Packed in pretty Christmas boxes. All colors; pair... \$1

Men's Lisle Hose—Linen heel and toe. Brown, gray, black and navy. 6 pairs for... \$1

Boys' Cassimere Knickers in brown and gray mixtures; \$1.50 value; pair... \$1

Hardware Basement

Toilet Tissue—Large 1,000-sheet rolls, 12 for... \$1

O'cedar Floor Mop and Bottle of Polish... \$1

White Enamel Canisters—1 flour, 1 coffee, 1 sugar and 1 tea—the set of four for... \$1

10-Qt. Heavy Aluminum Dish Pan... \$1

\$1.35 10-Qt. Gray Enamel Mop Jar... \$1

Ladies' Fleece Hose—Medium weight, fast black, ribbed top, light fleece. 3 pairs for... \$1

Ladies' Hose—Pure Silk and fiber, fashioned seam back, elastic line tops, well reinforced. All sizes, in black, white or brown, pair... \$1

Ladies' Hose—Pure fiber silks, medium weight, seam back, double heel and toe, lisle. All sizes, in black, white or brown, pair... \$1

Racine Feet—To make your old hose good as new, sew on Racine Feet. 8 pairs for... \$1

Ladies' Hose—Very nice quality silk lisle, medium weight, fast colors, all sizes in black or brown. 3 pair... \$1

Children's Hose—"Buster Brown," good medium weight, fine ribbed, very elastic. A dandy for school wear; all sizes, in black or brown. 5 pair... \$1

Children's Hose—Medium weight, ribbed, fast black, very elastic. Double heels and toe, all sizes. 8 pair... \$1

Infants' Wool Hose—Knit of fine wool, lisle, silk heel and toe, white or black. 2 pairs for... \$1

Infants' Hose—Fine ribbed cotton, very elastic, all sizes in black or white. 5 pair... \$1

Ladies' Tunion Suits—Medium bleached, low neck, sleeveless, high fleece, high or low neck, long or short sleeves or sleeveless, knee or ankle length, all sizes, each... \$1

Infants' Vests—Fine ribbed, ribbed, part wool, high neck, long sleeves, open down front. All sizes. \$1

Special, 2 for... \$1

"TOY TOWN"

Enormous stocks of Christmas toys and gift things now on display in the Annex store.

8 of Any 15c Toys for... \$1

Lu-la-by Baby Swings—Complete with spring... \$1

15c Kidly Dolls—With hair and moving eyes... \$1

Any Boy Scout Books 10 for... \$1

Hot or Cold Vacuum Bottles—Nickel plated, quart size; each... \$1

18½x19½ Plastic Decorated Serving Trays—\$1.50 value for... \$1

8-inch Salad Bowls—\$1.00 value—2 for... \$1